

TECHNICAL COMMUNICATIONS GROUP CUSTOMER SURVEY RESULTS

Introduction

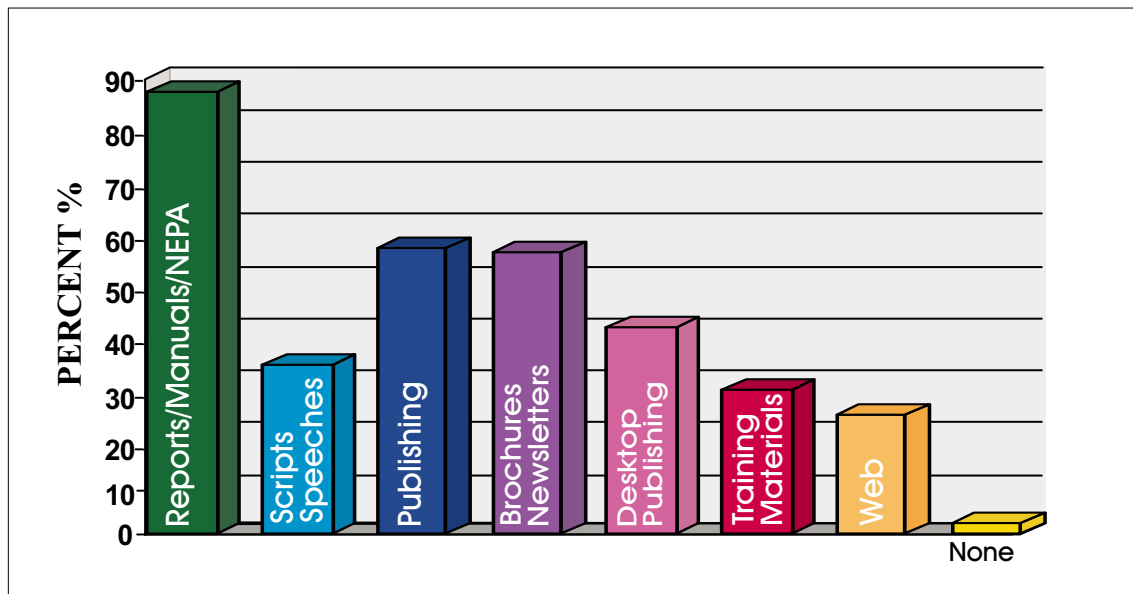
Summarized in this report are the results of a survey sent in July 1999 to current and potential [Technical Communications Group \(TCG\)](#) customers in Reclamation.

The purpose of the survey is to help the TCG improve its products and customer services. A total of 951 questionnaires were mailed, 15 of which were undeliverable. We were delighted that 409 completed questionnaires were returned, a response rate of about 45 percent.

Responses to Survey Questions

Responses were divided into two major categories to facilitate analysis. The first category included those who answered “yes” to survey question 2, those who had used TCG’s products or services. The second category included those who answered “no” to question 2, those who had not used the TCG.

QUESTION 1: Please check the TCG products and services you are aware of.



Most of the “yes” group (people who had used the TCG) knew that we write and edit reports and create brochures and newsletters. On the other hand, few knew that we develop web sites or that we develop training materials and write and edit scripts and speeches. We were surprised to learn that only 56 percent of the “yes” group respondents knew that we create brochures and newsletters.

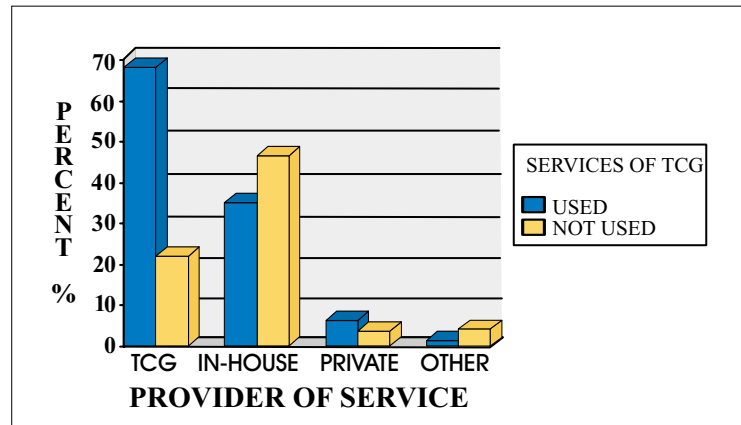
QUESTION #2: Have you ever chosen to use products or services provided by the TCG?

The results show that 35 percent of respondents said “yes,” they had used the TCG, and 65 percent said “no,” they had not.

QUESTION #3: Do you have a need for services or products not listed in Question 1?

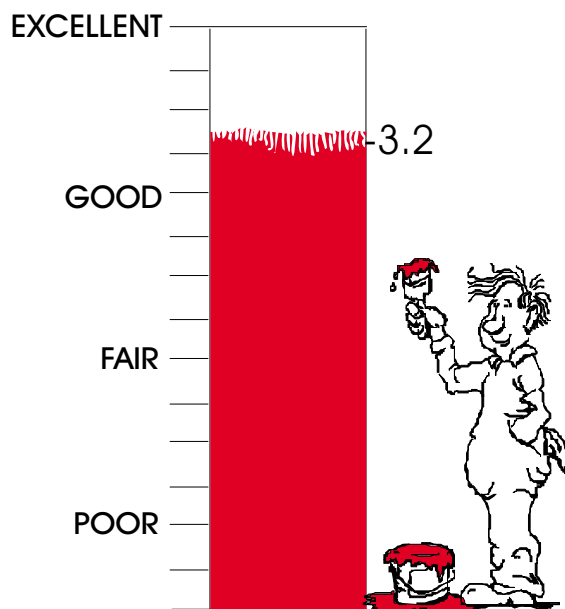
Almost all respondents said they had no need for any services or products not listed in question 1.

QUESTION # 4: If you need, or expect to need, any of the services or products listed in Question #1, who would you prefer to use?



Respondents could choose from the TCG, in-house or group resources, private contractor, or other resources. Most (68.3%) of those who had used the TCG said they preferred to use the TCG over in-house resources (35.2%), private contractors (6.3%), or other resources (1.4%). (Some respondents checked more than one choice.) Of the respondents who had not used the TCG, 46.6 percent said they preferred to use in-house services; whereas only 22.2 percent said they would prefer to use the TCG.

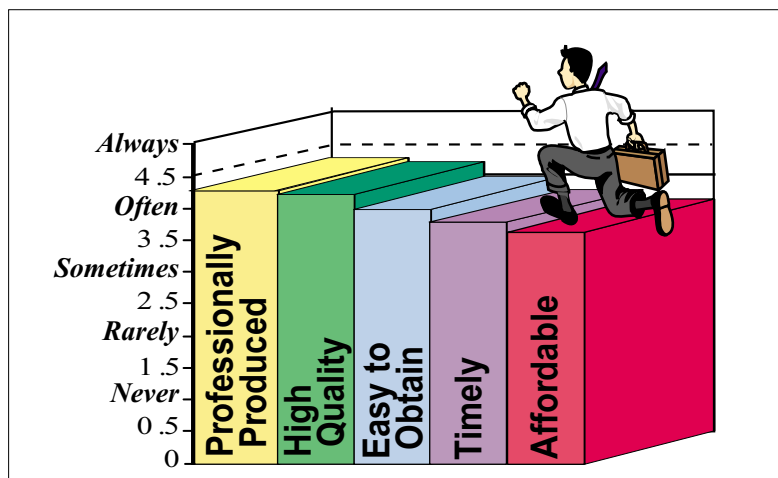
QUESTION #5: If you have used (directly or indirectly) The TCG's services or products, please check the most appropriate box concerning your overall experience.



To describe their overall experiences with the TCG, respondents could choose from “excellent” (4 points), “good” (3), “fair” (2), or “poor” (1). Points were assigned to these ratings to quantify the data.

The average rating given by respondents who had used the TCG, was 3.2: better than a “good” rating. Written comments by respondents seemed consistent with that evaluation.

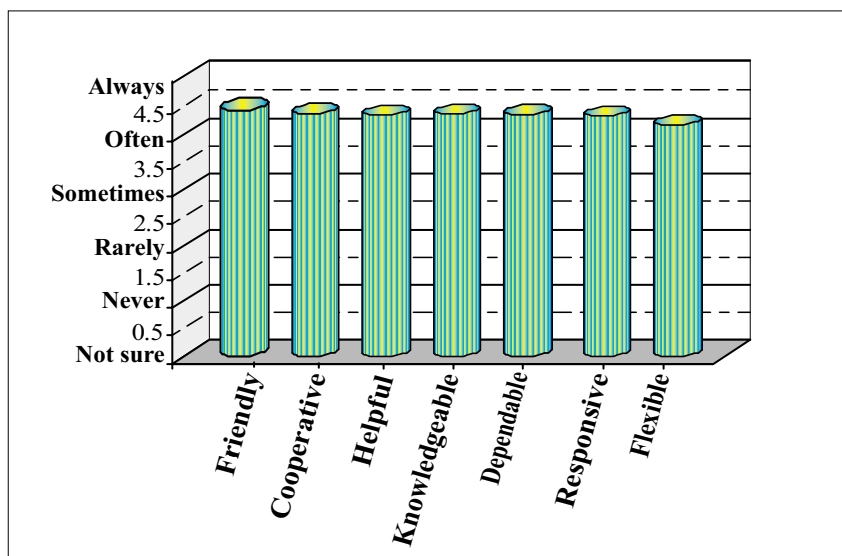
QUESTION #6: Please circle the most appropriate answer: The TCG's products and services are . . .



Respondents were asked to evaluate the degree to which the TCG's products and services were affordable, timely, professionally produced, of high quality, and easy to obtain.

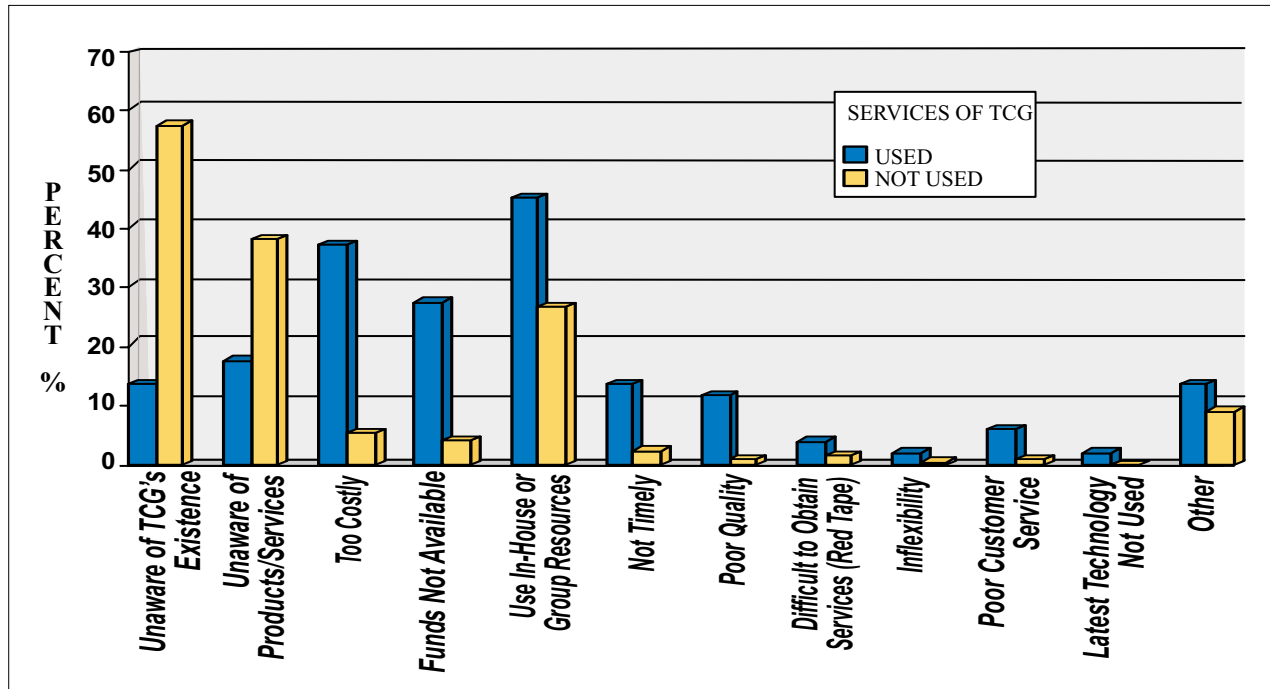
Ratings from those who had used the TCG were generally positive. The "professionally produced" and "high quality" categories ranked highest, both earning average scores of 4.2 (above "often"). The lowest rated characteristic, both in terms of data and comments, was "affordability," which scored 3.7 (below "often").

QUESTION #7: Please circle the most appropriate answer: The TCG staff are . . .



Respondents were asked to evaluate how frequently the TCG's staff were friendly, responsive, flexible, helpful, cooperative, knowledgeable, and dependable. Based on the data and written comments, friendliness appears to be the TCG's strongest quality, and flexibility appears to be the area most in need of improvement. Nevertheless, we received an average frequency rating above "often" for each of the customer service qualities listed.

QUESTION #8: *If you don't use the services of the TCG, why? Please check all the reasons that apply.*



Respondents could choose from a comprehensive list of reasons to indicate why they do not use TCG services. Most respondents checked more than one reason.

Responses from the group who had used the TCG indicate that people decide not to use the TCG because they prefer in-house resources or because TCG costs are perceived to be high. Among respondents who had not used the TCG, the most common reason stated was lack of awareness of the TCG's existence and of its products and services.

Conclusions

The Technical Communications Group's customer service survey results were informative and encouraging. The information we gathered gives us a better understanding of what our customers value as well as their perceptions of our products and services. We will use this information to help focus our customer service efforts.

The survey results verified our suspicions that the perceived cost of doing business with the TCG is a significant deterrent to potential customers. Another noteworthy finding was the low level of awareness of the TCG and of the products and services we provide.

Survey results indicate that, overall, the TCG is doing a good job. Nevertheless, certain areas were identified where improvements are needed. We intend to address these areas and all other challenges in an effort to improve our customer service.